

**WHAT IS CLAIMED IS:**

1. A container having a dispensing outlet, a section of said container adjacent to said outlet being provided with a pumping assembly sized to be insertable into said section via said outlet and further being provided with a pumping button; wherein said button is a section of the container wall and depression of said button actuates said pumping assembly.
2. A container according to claim 1 comprising a tube-like container, a pumping assembly inserted into an open end of said container at time of fabrication, and a pumping button; wherein said button is a section of the tube wall and depression of said button actuates said pumping assembly.
3. A container according to claim 1 where said pumping assembly comprises a pumping chamber, a non-return inlet valve leading into the interior of the container and a non-return outlet valve leading to a dispensing outlet of said container.
4. A dispensing container according to claim 3 where said button is aligned with said pumping chamber such that depression of said button serves to actuate a pumping mechanism formed there between.
5. A dispensing container according to claim 3 where said pumping assembly further comprises an air compensation valve such that air replaces the contents of the container as said contents are dispensed.
6. A dispensing container according to claim 1 where said button is a formed section of said container wall where said forming is accomplished using means selected from the group consisting of thermoforming, embossing, blow-molding and injection blow-molding.
7. A dispensing container according to claim 1 where said button is a marked, non-formed section of said container wall.
8. A dispensing container according to claim 1 where said pumping assembly comprises a single plastic component surrounded by an elastomeric diaphragm; wherein said diaphragm serves to complete at least one valve.
9. A dispensing container according to claim 1 where said pumping assembly comprises a single, hinged plastic component with integral valve sections, said valves being assembled by closing said hinge.

10. A dispensing container according to claim 1 where said pumping assembly comprises two plastic components with integral valve sections, said valves being fabricated by assembling said components.

11. A dispensing container according to claim 1 where said pumping assembly comprises a component which is head-injected into said container, optionally further comprising additional parts subsequently attached to said head-injected component.

12. A dispensing container according to claim 1 where said dispensing outlet operates through a notch in said container wall.

13. A dispensing container according to claim 1 where said dispensing outlet further comprises a tamper-evident seal.

14. A dispensing container according to claim 3 where said outlet valve comprises a pressure valve wherein pressure from the interior of the container serves to close said valve, thereby preventing unintended dispensing of the contents.

15. A dispensing container according to claim 1 further comprising an additional button, said button also actuating said pumping assembly; such that depressing both buttons increases the amount of content dispensed.

16. A dispensing container according to claim 1 further comprising a plurality of additional pumping assemblies and buttons, such that a plurality of substances can be dispensed separately.

17. A dispensing container according to claim 1 further comprising a plurality of inner container sleeves, such that at a plurality of different substances may be dispensed together.

18. A dispensing container according to claim 1 further comprising a plurality of inner container sleeves, such that a plurality of different substances may be mixed prior to application and dispensed together.

19. A dispensing container according to claim 3 further comprising an inner container sleeve where said inner container sleeve collapses as the contents of said inner container sleeve are dispensed while the external container wall maintains its shape.

20. A dispensing container according to claim 1 further comprising a piston as the far end of the container, where said piston advances as the contents of said container are dispensed, such that the container maintains its shape.
21. A dispensing container according to claim 3 wherein depression of the button to its depressed position causes the contents of said pumping chamber to be expelled via said non-return outlet valve and return of said button to its initial position causes the contents of said container to enter said pumping chamber via said inlet valve.
22. A dispensing container according to claim 1 where said dispensing container is fabricated by the insertion of a pumping assembly into a neck portion of said container.
23. A dispensing container according to claim 1, wherein said liquid is one of the group comprising a perfume, an eau de toilet, a breath freshener, a shampoo, a liquid soap, a shaving gel, a hair conditioner, a comestible substance, snuff, an inhalable medicine, an oil, water-based paint, oil-based paint or shoe polish.
24. A dispensing container according to claim 1, further provided with a manually actuated safety valve which cannot be operated by a young child.
25. A dispensing container according to claim 1 where said container is of a shape selected from the group consisting of plastic containers, laminate containers, tubes and bottles.
26. A dispensing container according to claim 1, further comprising an isolated compartment within the body of the container; said compartment containing an item to be used in conjunction with the contents of said container.
27. A dispensing container according to claim 1, further comprising a shipping seal in the form of a tape; said tape being adhered to a section of said container such that said tape covers said dispensing outlet.
28. A dispensing container according to claims 9 and 10 where said plastic component further comprises an integral spring.
29. A dispensing container according to claim 1, wherein said section of said container adjacent to said outlet is a neck area thereof.